

WESTWORLD EVENTS DIRECTOR

DISTINGUISHING FEATURES

The fundamental reason the WestWorld Events Director position exists is to support the planning, development and implementation of all WestWorld activities: ensuring the facilities, equipment, physical set-up, and labor meets the needs of the event users and contractual agreements. Work is performed in accordance with federal and state regulations and guidelines, and procurement and contract administration procedures and policies as prescribed by the City Manager's office. This class supervises the work of the Contract Coordinator and Technician and others within the WestWorld administration function. This position reports directly to the WestWorld General Manager.

ESSENTIAL FUNCTIONS

Assists the WestWorld General Manager in the day-to-day management of the WestWorld complex.

Coordinates the construction scheduling so that impacts on scheduled event programming is minimized.

Provides dynamic leadership across the entire spectrum of activities.

Develops, coordinates and provides executive level oversight in conceptual event planning efforts to ensure overall integration.

Acts as the liaison between the Event Producers/Show Managers and operating staff to ensure facilities, arena preparation, equipment, physical set-up and labor provided meet the requirements of the events.

Represents the WestWorld General Manager at assigned functions, meetings and events.

Markets facilities and booking of events, manages fiscal resources to accomplish organizational objectives, including annual budget preparation and management.

Supervises the WestWorld Event Contracts Coordinator and the WestWorld Events Technician. Ensures adequate staffing, scheduling, performance management and resolves personnel issues when required.

Supervises all aspects of scheduled events including time, work, cost, and potential challenges involved in providing and coordinating event related services.

Oversees the coordination of event set-up, teardown, arena preparation, security, parking and specialized sound and lighting.

Demonstrates continuous efforts to improve event operations, decrease turnaround times, streamline work processes, and works cooperatively and jointly with others to provide quality seamless customer service.

Communicates with customers, vendors, contractors, and City staff in order to answer questions, explain WestWorld policies, handle complaints and oversee the coordination of activities.

Prepares written documents such as event work orders, operating procedures, and charges for billing clients.

MINIMUM QUALIFICATIONS

Knowledge, Skills, and Abilities

Knowledge of:

Principles and practices of facility and event management

Management practices and procedures.

Event management related terminology, practices and procedures

Budget preparation and marketing.

Ability to:

Establish priorities, set goals, develop timelines, schedule tasks and facilitate events to achieve forecasted projections is critical.

Solve problems efficiently and effectively.

Manage and motivate others to meet deadlines and perform at the desired level.

Establish trust and maintain effective working relationships at all levels of the organization as well as with current and potential clients.

Thrive in a fast paced, high pressure environment with constantly shifting priorities.

Be customer service oriented and have demonstrated a flair for developing relationships with stakeholders, clients, users and the community.

Interpret City ordinances, rules and regulations, and make rational decisions in accordance with established policy.

Plan, organize and review the work of staff members to ensure conformance to standards

Review procedures and problems and develop solutions and new systems

Listen and communicate effectively with a diverse group of people

Establish and maintain effective working relationships with co-workers, supervisors, contractors, architects, engineers and the general public

Operate a PC to compose reports and correspondence

Communicate effectively with the public, staff and co-workers

Study problems and develop innovative solutions; prepare and present effective written and oral reports

Education & Experience

Requires a minimum of five (5) years management experience in the operation of a general public assembly facility or a large convention center, or fairgrounds and five (5) years experience in a leadership role managing all aspects of event management, budget preparation, marketing, event booking operations, and managing varied event types simultaneously.

A Bachelor's degree in Recreation Administration, Business Administration or related field is required. Strong customer service skills and extensive experience responding to customer requests is required. Bilingual English/Spanish skills are highly desirable. Experience coordinating equestrian events is desirable. Given the nature of the events at WestWorld, evening and weekend work is required.

FLSA Status: Exempt

HR Ordinance Status: Unclassified